
STATUTORY INSTRUMENTS

2010 No. 1970

The Consumer Credit (Advertisements) Regulations 2010

Content of advertisements

4.—(1) Where a credit advertisement includes a rate of interest or an amount relating to the cost of the credit whether expressed as a sum of money or a proportion of a specified amount, the advertisement shall also—

- (a) subject to paragraph (2), include standard information by means of a representative example in accordance with regulation 5, and
- (b) specify a postal address at which the advertiser may be contacted, except in the case of credit advertisements—
 - (i) published by means of television or radio broadcast,
 - (ii) in any form on the premises of a dealer or creditor (not being advertisements in writing which customers are intended to take away),
 - (iii) which include the name and address of a dealer, or
 - (iv) which include the name and a postal address of a credit broker.

(2) Paragraph (1)(a) shall not apply where regulation 6(1) applies and the credit advertisement does not indicate a rate of interest or other amount relating to the cost of the credit other than the representative APR.